

Serial No. 09/659,558
Docket No. AM9-99-0159

12

REMARKS

Claims 1-44 are all the claims presently pending in the application. Claims 8-11, 15, 22, 28-32, and 34 have been amended merely to provide proper antecedent basis.

It is noted that the claim amendments are made only for more particularly pointing out the invention, and not for distinguishing the invention over the prior art, narrowing the claims or for any statutory requirements of patentability.

Further, Applicant specifically states that no amendment to any claim herein should be construed as a disclaimer of any interest in or right to an equivalent of any element or feature of the amended claim.

Claims 1-44, all the claims presently pending in the application, stand rejected on prior art grounds. Claims 1-44 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Herz (U.S. Patent No. 6,460,036).

These rejections are respectfully traversed in the following discussion.

I. THE CLAIMED INVENTION

The claimed invention is directed to a method for automatically personalizing web portals and web services based upon usage history.

In an illustrative, non-limiting embodiment as defined by independent claim 1, a method of displaying predetermined objects on a web page accessed by a user, includes one of displaying only those objects of said web page which said user has accessed a predetermined number of times previously, and displaying only those objects of said web page which said user has specified in advance.

Similarly, the exemplary embodiments as defined by independent claims 37, 39, 40, 42, and 43, disclose displaying only those objects of a web page which the user

Serial No. 09/659,558
Docket No. AM9-99-0159

13

accesses a predetermined number of times or only those objects of a web page which a user has specified in advance.

Conventionally, most users who access web sites typically do not care about all of the services and information offered by the site but, instead, usually access the site for only specific information. That is, a repeat user will normally use only part of the site. Therefore, repeated visits can show exactly what part of the site the user normally accesses.

However, conventional browsers are unaware of these user usage patterns for specific portal sites. Thus, conventional browsers will display all of the contents of a portal site, including contents that normally are not used by the user, which results in irrelevant display of information and causes a hindrance to the user or a hindrance to the device being used to access the web page (e.g., handheld devices, voice browsers, etc.). By repeatedly downloading, processing, and displaying information that will not likely be used, conventional browsers waste resources, slow down the system, and take up unnecessary bandwidth, thereby resulting in inefficient Web sessions.

The claimed invention, on the other hand, provides a method and system of displaying predetermined objects on a web page accessed by a user, including displaying only those objects of the web page which the user has accessed a predetermined number of times previously or displaying only those objects of the web page which the user has specified in advance.

With the unique and unobvious aspects and features of the invention, it is unnecessary for the browser to display contents that will not be of immediate interest to the user. In other words, as the user repeatedly visits sites of interest and selectively uses

Serial No. 09/659,558
Docket No. AM9-99-0159

14.

entries, or if the user explicitly specifies to the system the entries of interest, the browser can determine what parts of the Web site to display to the user and in what order. Thus, if the user is using a device with limited form factor or is on a slow bandwidth connection, a more efficient Web session will result as the resources of the browser will not be wasted on irrelevant objects, and the user's system and display of relevant contents will not be unnecessarily slowed (e.g., see specification at page 4, line 20, to page 5, line 4).

Moreover, if the user faces other challenges to web accessibility (for example, as a result of other alternative access strategies (voice access, etc.) or cognitive and/or physical disabilities), the system can personalize Web sites to suit the user's requirements. Moreover, if the user has limited time to access web resources, the invention provides a more efficient browser because the user will not have to sift through information on the Web site that is not relevant to the user's goals (e.g., see specification at page 5, lines 4-11).

II. THE HERZ REFERENCE

Claims 1-44 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Herz.

The Examiner alleges that Herz teaches the claimed invention. Applicants submit, however, that there are elements of the claimed invention which are neither taught nor suggested by Herz.

The Office Action acknowledges that Herz does not specifically teach that the web pages displayed are based on those that have been previously accessed for a

Serial No. 09/659,558
Docket No. AM9-99-0159

15

predetermined number of times or those objects of the web pages that have been specified in advance. However, the Office Action alleges that Herz teaches ranking all of the potential (or desirable) objects and using similarity thresholds as a criterion for selecting the objects (or web pages) to be displayed, thereby allegedly rendering the claims obvious from Herz.

Applicants respectfully disagree for several reasons.

By merely ranking all of the potential or desirable objects and using similarity thresholds as a criteria for selecting objects or web pages to be displayed, Herz does not necessarily disclose or suggest "one of displaying only those objects of said web page which said user has accessed a predetermined number of times previously, and displaying only those objects of said web page which said user has specified in advance", as recited in claim 1.

Instead, Herz merely organizes and prioritizes the information displayed on the web page. For example, Herz specifically discloses that the user's target profile "can be used to efficiently organize the distribution of information in a large scale system consisting of many users" (e.g., see Abstract of Herz, lines 17-21).

That is, Herz does not limit the information on the web page, but merely organizes the information that is displayed. In other words, Herz does not limit the information displayed by the display device to only certain information according to the claimed invention. Instead, Herz merely selects target objects "from the plethora of target objects that are provided on the electronic media" and organizes the information that is displayed by the display device (e.g., see Abstract of Herz, lines 10-21). Thus,

Serial No. 09/659,558
Docket No. AM9-99-0159

16

Herz would not provide the advantages of the present invention, such as displaying only relevant objects.

Thus, Herz clearly does not teach or suggest the advantages of the claimed invention in which the objects displayed are limited in order to provide efficient Web sessions, such as in cases where the device used to access the web page has limited resources.

For at least the following reasons, Applicants submit that there are elements of the claimed invention that are not taught or suggested by Herz. Therefore, the Examiner is respectfully requested to withdraw this rejection.

III. FORMAL MATTERS AND CONCLUSION

The Office Action objects to claims 8-11, 14, 15, 22, 28-32, and 34-36 for lack of antecedent basis. Claims 8-11, 14, 15, 22, 28-32, and 34-36 are amended herewith to merely to provide proper antecedent basis, thereby obviating this objection. The Examiner is respectfully requested to withdraw this objection.

In view of the foregoing, Applicant submits that claims 1-44, all the claims presently pending in the application, are patentably distinct over the prior art of record and are in condition for allowance. The Examiner is respectfully requested to pass the above application to issue at the earliest possible time.

Should the Examiner find the application to be other than in condition for allowance, the Examiner is requested to contact the undersigned at the local telephone number listed below to discuss any other changes deemed necessary in a telephonic or personal interview.

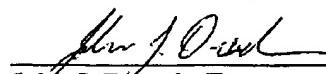
Serial No. 09/659,558
Docket No. AM9-99-0159

17

The Commissioner is hereby authorized to charge any deficiency in fees or to credit any overpayment in fees to Assignee's Deposit Account No. 09-0441.

Respectfully Submitted,

Date: March 17, 2004


John J. Dresch, Esq.
Registration No. 46,672

Sean M. McGinn, Esq.
Registration No. 34,386

McGinn & Gibb, PLLC
8321 Old Courthouse Road, Suite 200
Vienna, VA 22182-3817
(703) 761-4100
Customer No. 21254

CERTIFICATE OF TRANSMISSION

I certify that I transmitted via facsimile to (703) 872-9306 the enclosed Amendment under 37 C.F.R. § 1.111 to Examiner Wen Tai Lin on March 17, 2004.


John J. Dresch, Esq.
Registration No. 46,672

Sean M. McGinn, Esq.
Registration No. 34,386